

## FCC 388

### DTV Consumer Education Quarterly Activity Report

#### Instructions

This form should be used to provide the Federal Communications Commission (FCC) with information pertaining to all station activity to educate consumers on the transition to digital television (DTV). All stations should log DTV Transition-Related Public Service Announcements (PSAs) and other DTV activities using the appropriate house (identification) numbers. These logs or records should include the date and time that each DTV activity occurred. This form must be filed in Docket Number 07-148 as Document Type: REPORT, and placed in the station's Public Inspection File. This form must continue to be filed for each quarter in which a station has DTV Transition education obligations.

- Go to the ECFS upload page: [http://fjallfoss.fcc.gov/prod/ecfs/upload\\_v2.cgi](http://fjallfoss.fcc.gov/prod/ecfs/upload_v2.cgi)
- Fill out the relevant cover sheet information.
- In the "Send Comment Files to FCC (Attachments)" section click the "Browse" button to choose the file you want to attach. (Or the first file if you have multiple files to attach)
- Click on the "Select one of these file types or convert your file to one of these types:" dropdown to choose the type of file that was attached.
- Click "Send Attached File to FCC"
- If you only had one file to attach click "Finish Transaction and Receive Confirmation".
- If you have another file to attach, click on the "Enter Additional Attachments"

Station Call Sign(s)

KQCW

Report reflects information for quarter ending (mm/dd/yy)

03/31/08

Have you opted to comply with Option One, Two, or Three (once elected, this choice may not change)?

☐ Option One (A and D)

☒ Option Two (B and D)

☐ Option Three (C and D)

Over the past quarter, have you fully complied with the requirements of this option?

☒ Yes ☐ No

#### Simulcasting

Are you simulcasting on your Analog channel and your primary Digital stream?

☐ Yes ☒ No

If YES, complete only one form for both. If NO, complete a form for your Analog channel and a second for your primary Digital stream

Call Sign  KQCW	Channel Numbers		Community of License			
	Analog	19 <input type="checkbox"/>	City	State	County	Zip Code
	Digital	<input type="checkbox"/>	Tulsa	Ok	Tulsa	74120
Licensee Griffin Tulsa II Licensing, L.L.C.						
Above, circle the Channel Number(s) to which this form applies.  19			Nielsen DMA  Tulsa	World Wide Web Home Page Address  www.cw12.com		
Facility ID Number  78322	Previous Call Sign (if applicable)  KWBT		License Renewal Expiration Date (mm/dd/yy)  06/01/2014			

## Section A (For broadcasters electing Option One)

Stations that elect Option One must place a copy of this form on the station's public website, if such exists.

On its analog channel, and its primary digital stream, a station must air one transition PSA, and run one transition crawl, in every quarter of every day. This requirement will increase to two PSAs and crawls per quarter per day on April 1, 2008, and to three of each on October 1, 2008. Stations are required to air PSAs or crawls at various times in any given day part, and at least one PSA and one crawl per day must be run during primetime hours. On-air education must not contain inaccurate or misleading statements and must be provided in the same language as a majority of the programming carried by the station. PSAs must be at least 15 seconds, and closed-captioned. Crawls must run during programming for no fewer than 60 consecutive seconds across the bottom or top of the viewing area (See rules for additional details).

Have you aired a sufficient number of eligible PSAs (28, 56, or 84 per week, depending on the reporting period) during the correct quarters of the day?

☐ Yes      ☐ No

Have you aired a sufficient number of eligible crawls (28, 56, or 84 per week, depending on the reporting period) during the correct quarters of the day?

☐ Yes      ☐ No

**Section B (For broadcasters electing Option Two)**

On its analog channel, and its primary digital stream, a station must run an average of 16 transition-related PSAs and 16 transition-related crawls, snipes, and/or tickers per week in each quarter, all between the hours of 5 a.m. and 1 a.m.. It must also run one 30 minute DTV-related informational program once, and one 100-Day Countdown piece per day for the 100 days prior to the conclusion of the transition. Comment boxes MUST be used to describe these compliant activities (See rules for additional details).

**Total Number of Eligible DTV Transition-Related PSAs and Crawls, Snipes, and/or Tickers (CSTs) Run -- Last Quarter**

How many DTV PSAs and CSTs did your station run between 5:00 a.m. and 1:00 a.m. last quarter?

Total 5:00 a.m. to 1:00 a.m. PSAs

0

Total 5:00 a.m. to 1:00 a.m. CSTs

0

For informational purposes only, how many DTV PSAs and CSTs did your station run in the last quarter from 6:00 a.m. to 9:00 a.m.?

Total 6:00 a.m. to 9:00 a.m. PSAs

0

Total 6:00 a.m. to 9:00 a.m. CSTs

0

For stations located in the Eastern or Pacific Time Zone, how many DTV PSAs and CSTs did your station run in the last quarter from 6:00 p.m. to 11:35 p.m. (must average at least 4 per week)?

Total 6:00 p.m. to 11:35 p.m. PSAs

Total 6:00 p.m. to 11:35 p.m. CSTs

For stations located in the Central or Mountain Time Zone, how many DTV PSAs and CSTs did your station run in the last quarter from 5:00 p.m. to 10:35 p.m.(must average at least 4 per week)?

Total 5:00 p.m. to 10:35 p.m. PSAs

0

Total 5:00 p.m. to 10:35 p.m. CSTs

0

Comments (add additional sheets where necessary):

KQCW began their DTV Viewer Education Plan on Wednesday, April 2, 2008. KQCW did run the required number of eligible DTV transition PSAs and CSTs during the week beginning March 31, 2008.

### 30 Minute Educational Programs – Last Quarter

How many 30 minute, DTV-related informational programs did your station run during the quarter? At least one such program must be run between the hours of 8:00 a.m. and 11:35 p.m., prior to February 17, 2009.

Total number of 30 Minute Informational Programs

0

Comments (add additional sheets where necessary):

### 100-Day Countdown Eligible Pieces – Last Quarter

Beginning on November 10, 2008, all stations participating in Option Two will engage in special 100-Day “Countdown to DTV” activities. Stations must execute a minimum of one “Countdown to DTV” on-air activity per day during the 100 days leading up to February 17, 2009. During the last quarter, how many of each eligible 100-Day “Countdown to DTV” pieces did your station run?

0 *Graphic Displays*

0 *Animated Graphics*

0 *Graphic and Audio Displays*

0 *Longer Form Reminders*

Comments (add additional sheets where necessary):

**Section C (For Noncommercial broadcasters only)**

On its analog channel, and its primary digital stream, a station must air 60 seconds per day of on-air consumer education, in variable timeslots, including at least 7.5 minutes per month between 6 pm and 12 am. Beginning May 1, 2008, this requirement doubles, and beginning November 1, 2008, it increases again, to 180 seconds per day and 22.5 minutes per month between 6 pm and midnight. It must also run one 30 minute transition education piece once (See rules for additional details).

Have you aired a sufficient amount of consumer education (60, 120, or 180 seconds per day, depending on the date) during each day this quarter?

☐ Yes    ☐ No

**30 Minute Educational Programs – Last Quarter**

How many 30 minute, DTV-related informational programs did your station run during the quarter? The comment box may be used to describe this activity. At least one such program must be run between the hours of 8:00 a.m. and 11:35 p.m., prior to February 17, 2009.

Total number of 30 Minute Informational Programs

Comments (add additional sheets where necessary):

**Section D (For all broadcasters)**

**Additional DTV On-air Initiatives – Last Quarter**

Did your station run additional on-air initiatives (such as news reports, town hall meetings, etc.) during the quarter? The comment box may be used to describe these initiatives.

☒ Yes    ☐ No

Comments (add additional sheets where necessary):

**2007 KQCW ON AIR HDTV MENTIONS**

2/1	HDTV	9p	2:16
11/14	HDTV Workshop	9p	:22
11/16	DT Workshop	9p	:17
11/17	HDTV Workshop	9/10	1:51
12/8	DTV Workshop	9/10	:24

**Station Website Additional Activity Related to the DTV Transition – Last Quarter**

Does your station have a Website?    ☒ Yes    ☐ No

If YES, did your station provide additional DTV related information or activities on that Website? The comment box may be used to describe what was posted on the station's Website.

☐ Yes    ☒ No

Comments (add additional sheets where necessary):

**Additional DTV Outreach Efforts -- Last Quarter**

Check all of the DTV related activities listed below that your station engaged in over the last quarter. The comment box may be used to describe this activity.

☒ Speaking Engagements

Comments (add additional sheets where necessary):

KOTV and KQCW's Director of Engineering conducted DTV workshops at Mathis Brothers Furniture during 11/07; 12/07; 2/08 and 3/08. The workshops last approximately 1 hour and introduced the public to the upcoming DTV transition with a question and answer forum at the end.

☐ Community Events

Comments (add additional sheets where necessary):

☒ Other (describe)

Comments (add additional sheets where necessary):

The attached articles were sent to 31 other local newspapers for use in their publications in November 2007 and March 2008.

**This comment box may be used to include other comments or information about your station's DTV activity over the last quarter.**

Comments (add additional sheets where necessary):

## STATION CERTIFICATION

I certify that the statements in this document are true, complete, and correct to the best of my knowledge and belief, and are made in good faith.

Typed or Printed Name of Person Signing <b>REGINA MOON</b>	Typed or Printed Title of Person Signing <b>REGINA MOON</b>
Signature <input type="checkbox"/> <b>Regina Moon</b>	Date <b>4-9-08</b>

WILLFUL FALSE STATEMENTS ON THIS FORM ARE PUNISHABLE BY FINE AND/OR IMPRISONMENT (U.S. CODE, TITLE 18, SECTION 1001), AND/OR REVOCATION OF ANY STATION LICENSE OR CONSTRUCTION PERMIT (U.S. CODE, TITLE 47, SECTION 312(a)(1)), AND/OR FORFEITURE (U.S. CODE, TITLE 47, SECTION 503).

## FCC NOTICE REQUIRED BY THE PAPERWORK REDUCTION ACT

We have estimated that each response to this collection of information will take 3 hours. Our estimate includes the time to read the instructions, look through existing records, gather and maintain required data, and actually complete and review the form or response. If you have any comments on this estimate, or on how we can improve the collection and reduce the burden it causes you, please write the Federal Communications Commission, AMD-PERF, Paperwork Reduction Project (3060-1115), Washington, D. C. 20554. We will also accept your comments via the Internet if you send them to [pra@fcc.gov](mailto:pra@fcc.gov). Remember - you are not required to respond to a collection of information sponsored by the Federal government, and the government may not conduct or sponsor this collection, unless it displays a currently valid OMB control number or if we fail to provide you with this notice. This collection has been assigned an OMB control number of 3060-1115.

**THE FOREGOING NOTICE IS REQUIRED BY THE PAPERWORK REDUCTION ACT OF 1995, P.L. 104-13, OCTOBER 1, 1995, 44 U.S.C. 3507.**

Confused about DTV? The 3 things that will take the mystery out of TV shopping this holiday season  
by Gerald Weaver

From LCD and HD to DVD and DTV--there are a lot of techie terms to remember when shopping for electronics. You don't have to have an engineering degree to choose electronics for yourself or loved ones this holiday season, but you do need to be savvy about upcoming changes that might affect which TV you choose.

On February 17, 2009, television as we know it will change in a big way. The government is requiring all broadcast stations to stop broadcasting in analog, the way it's always been done, and switch to digital. Digital television, or DTV, is over-the-air broadcasting technology that transmits pictures using data bits, like a computer. The result is higher quality pictures and better sound, giving you a greater viewing experience than ever before.

What does the change mean to you besides improved picture and sound quality? If you receive free, over-the-air television signals through antennas (rabbit ears), and don't subscribe to a cable or satellite or telephone company service provider, you'll be most affected.

**Do you need a new TV?**

The answer surprises a lot of people --- it's no. You will be able to use your existing set and simply buy a converter box. It will plug into your set and enable you to continue receiving television signals for free. The boxes are available now at most consumer electronics stores, and will be sold more widely beginning in early 2008. About that same time the federal government will provide \$40 coupons you can use towards the purchase of these boxes. If you currently use an antenna to receive programming, you will still need it after you install a converter.

**Want a new TV anyway?**

While not required, DTV sets are good investments. They come with built-in tuners. All TVs with a digital tuner can receive digital signals broadcast by television stations like The News on 6, allowing you to continue to receive your free news, weather and entertainment programming. DTV sets are sold in a wide variety of sizes. Screens will be wider and more rectangular in shape than analog TVs. The wider format allows for the sharper images like those shown in a movie theater.

**Do you subscribe to cable or satellite? If so, you're in good shape.**

Subscribers to cable, satellite or a telephone company service provider will be able to continue using analog sets and will receive the new DTV signals via these services.

More information about the transition to DTV is available at [www.kotv.com](http://www.kotv.com) and you can email your question to [dtvanswers@newson6.net](mailto:dtvanswers@newson6.net).

Gerald Weaver is the Director of Engineering for The News on 6 and has 30 years of experience with the television industry. Gerald holds certifications with the Society of Broadcast Engineering as well as First Class (General Class) licensing with the Federal Communications Commission.



Still Have an Analog TV?  
Six Questions You Need to Ask About DTV Coupons  
by Gerald Weaver

In less than one year, the way you watch television will be changing for the better. The picture quality will be higher, sound will improve and you will have a greater viewing experience than ever before.

On February 17, 2009, the government is requiring all broadcast stations to stop broadcasting in analog, the way it's always been done, and switch to a digital broadcasting system. Digital Television, or DTV, is over-the-air broadcasting technology that transmits pictures using data bits, like a computer.

Do you have to pay for the quality of DTV? Do you need a new television? These are great questions to ask, but the answers can be confusing. One easy option may be to simply buy a DTV converter box. It will plug into your set and enable you to continue receiving television signals for free. To help you with the expense, the government has made coupons available to help defer the cost of converter boxes.

Here are six questions that may help you better understand how to get and use the coupons:

1- Do you need a coupon?

If you already have a digital tuner on your television you will receive the new format with no problems. Check the TV's manual to make sure it has the tuner. If you subscribe to a cable or satellite service, the company will likely take care of everything for you, though it is smart to call and find out their plans for the switchover.

If you are one of the 19 million people who receive free, over-the-air television signals through antennas or rabbit ears, you will be most affected by the switchover and will need to purchase a new TV, subscribe to a cable service or purchase a DTV converter box.

2- Who can request a DTV converter box coupon?

From now through March 31, 2009, all U.S. households will be eligible to request up to two \$40 coupons per household to be used toward the purchase of up to two, digital-to-analog converter boxes. Businesses, offices, schools, non-profits organizations or other entities are not eligible to participate

3- How can I request coupon?

Visit [www.dtv2009.gov](http://www.dtv2009.gov) to request a coupon online, by calling 1-888-DTV-2009, or mail a request to PO Box 2000 Portland, OR 97208.

4- How do I receive a DTV Coupon?

DTV converter box coupons will be mailed to households with approved applications. They will be delivered by the U.S. Postal Service and will be plastic cards that look like gift cards. Coupons cannot be printed or downloaded. DTV converter box coupons expire 90 days after being placed in the mail by the operators of the coupon program.

5- How do I redeem the coupons?

DTV converter boxes will be available for purchase at electronics retailers starting in the spring of 2008. Each box is expected to cost between \$40 and \$70. You can redeem your DTV converter box coupon at any store, including an online retailer, certified by the federal government to participate in the program.

The permitted models are certified by the federal government based on technical specifications and features. If you are uncertain whether a coupon can be used on a particular converter box,

ask a retailer that carries it. It is a good idea to call ahead to confirm availability of eligible converter boxes at the store on the day you plan to shop.

6- Can I use the coupon on something else?

The coupons may only be applied toward the purchase of a government-certified DTV converter box but not a new television or other electronics. By law, only one coupon may be used per DTV converter you purchase. You may not combine two coupons toward the purchase of a single converter box. The coupon has no cash value, and selling it is illegal.

More information about the transition to DTV is available at [www.newson6.com](http://www.newson6.com). You can email your question to [dtvanswers@newson6.net](mailto:dtvanswers@newson6.net).

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